

What is claimed is:

1. A label of a flexible film comprising  
a first region (2a) which can be attached to a surface (6) and  
a second hanger-like region (2b) which is stretchable  
characterized in that the second region (2b) has means which  
restrict its stretchability at least in some sections.
2. The label according to Claim 1, characterized in that the  
second hanger-like region (2b) sits loosely on the surface  
(6).
3. The label according to claim 1, characterized in that means  
for restricting the stretchability are formed by a stabile  
layer of material (4) applied at least to a second region  
(2b).
4. The label according to Claim 3, characterized in that the  
layer of material (4) is not stretchable.
5. The label according to Claim 3, characterized in that the  
layer of material (4) is not stretchable.

6. The label according to claim 3, characterized in that the layer of material (4) has at least one punched line or perforation (3).
7. The label according to claim 3, characterized in that the layer of material (4) is attached to the second region (2b), for example, by gluing.
8. The label according to Claim 7, characterized in that at least one adhesive neutralizing section (5) is formed between the layer of material (4) and the second region (2).
9. The label according to Claim 7, characterized in that the adhesive neutralizing section (5) is provided in the area of the punched line or perforation (3).
10. The label according to claim 1, characterized in that a gripping tongue (9) is formed on the second region (2b).
11. The label according to claim 1, characterized in that a convexity (10) is formed on the second region (2b).

12. The label according to claim 1, characterized in that the second region (2b) contains a material selected from the group consisting of polyethylene terephthalate, valerone, polyamide, oriented polypropylene and laminates and combinations of these materials.
13. The label according to claim 1, characterized in that the second region (2b) contains a material selected from the group consisting of polybutylene terephthalate, polyethylene, valerone, polyamide, polypropylene, oriented polypropylene and laminates and combinations of these materials.
14. The label according to claim 1, characterized in that the second region (2b) has one or more protrusions (12) for widening the second region (2b).
15. The label according to claim 1, characterized in that marks are provided to indicate the stretching limit.
16. The label according to claim 4, characterized in that the layer of material (4) also extends at least partially over the first region (2a).

17. The label according to Claim 16, characterized in that the layer of material (4) has at least one additional punched line or perforation (11) in the section of the first region (2a) adjacent to the second region (2b).
18. The label according to claim 1, characterized in that it is designed as a self-stick adhesive label.
19. The label according to claim 1, characterized in that it is subdivided into the first and second regions (2a, 2b) by a punched hanger or perforation (8).